

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

CINEMAS – Permission to increase the rates of admission in all the four Screens in CMR Central Chandana Brothers Multiplex Complex Private Limited (Inox Theatres) Visakhapatnam – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 24

Dated:10-02-2012.

Read the following:

1. Reprn dated 16-05-2011 from the Director Chandana Brothers Multi Complex Pvt. Ltd., Visakhapatnam.
2. From the Collector & Dist.Magistrate, Visakhapatnam, Lr.(M) Rc. No. 1294/11/C1, Dated: 20-11-2011.

ORDER:

In the reference first read above, the Director, M/s Chandana Brothers Multi Complex Private Limited, Visakhapatnam, has represented to Government for permission to increase the rates of admission in the M/s CMR Central Visakhapatnam. Accordingly the District Collector, Visakhapatnam was addressed to furnish the report duly giving justification for increased rates of admission in the Multiplex Cinema Theatre situated at CMR Mall Maddilapalem, Visakhapatnam.

2. The District Collector, Visakhapatnam, in the reference second read above, has stated that the Director, CMR Central has stated that as per G.O.Ms.No.72, Home (Genl. A) Department, dated: 01-04-2010, the rates of admission were fixed at Rs.100/- and they have successfully maintained the highest standards of their facilities and services there by ensuring that their patrons get a worlds class and memorable theatre experience at their Multiplex. However, in the recent past:

- (i) the cost of salaries and benefits have increased substantially.
- (ii) costs of cleaning supplies, carpet shampooing, general maintenance etc. which are critical for the required maintenance and up keep the property have gone up sharply during the last one year.
- (iii) Safety and security of their patrons is their prime objective and they have scrupulously maintained their superior standards of safety, service and sanitation at high costs. The above facts have resulted in a significant increase in their operating costs.

(Contd...2)

3. He has also stated that, the management of CMR Central has further requested to grant permission for the following:

- a. Increase the number of shows that they can screen on a daily Basis.
- b. Permission to charge flexible and unrestricted rates/increase ticket rates.
- c. Permission for higher rates for 3D Movies.

4. Further the District Collector, Visakhapatnam in his report has stated that he has referred the matter to the Revenue Divisional Officer, Visakhapatnam, to offer his specific remarks in all aspects whether the management of '**CMR Central**', Maddilapalem, Visakhapatnam, is maintaining the theatre as per Andhra Pradesh Cinemas (Regulation) Rules, 1970, and also submit specific recommendations along with particular reasons for enhancement of rates of admission/increase of number of show in Multiplex theatres and also explain the justification for enhancement of rate of admission in Multiplex theatres.

5. Based on the report of the Revenue Divisional Officer, Visakhapatnam, District Collector, Visakhapatnam has submitted detailed report stating that, the Revenue Divisional Officer has inspected the CMR Central Multiplex theatres and they are maintained 5 shows in 4 screens in 969 seating capacity in daily and they have successfully maintained the highest standards of their facilities and services there by ensuring that their patrons get a world class and memorable theatre experience at their Multiplex. The movie watching experience for their patrons is enhanced by providing the latest facilities at their Multiplex. The Management of CMR Central Inox Theatres has proposed to increase Executive class from Rs.100 to Rs. 150/- and 3D movie rate Rs.200/- and further requested for permission to increase Number of shows from 5 to 6 shows in between 10.00 A.M. to 1.00 A.M. in Multiplex theatres. The Revenue Divisional Officer, Visakhapatnam, has also stated that the management has provided all the facilities /Fire Safety/Public Safety and security of their patrons is their prime objective as per Andhra Pradesh Cinema (Regulations) Rules 1970, and they have scrupulously maintained their superior standards of safety, service and sanitation at high costs. The parking is maintained under builder scope, no direct link with Multiplex theatre and Food items are selling on only MRP rates and recommended the above proposed enhancement of rates of admission and Number of shows in the Multiplex theatres.

6. Further the District Collector, Visakhapatnam, has stated that as per the G.O.Ms.No.72, Home (Genl.A) Department, dated: 01-04-2010, Government have fixed the admission rates of CMR Central as Rs.100/- and also issue permission to screen 5 shows in

between 10.00 A.M. to 1.00 A.M. in the Multiplex theatres. In regular cinema theatres, the maximum admission rates are fixed by the Government is Rs.60/- only and permitted to exhibit 4 shows per day only.

7. Government after careful examination of the above matter and in exercise of the powers conferred under rule © of Sub-rule 3 11(b) of Andhra Pradesh Cinemas (Regulation) Rules, 1970 hereby permit fixing the rates of admission to all the (4) four Screens of CMR Central at Visakhapatnam (Inox Theatres) are indicated below:

Screen	Class	No.of. Seats	Enhanced rates of admission for 2D Movies in Rs.	Permitted rates of admission for 3D movies in Rs.
Screens 1 to 4	Executive Single Class	969	125	150

8. The Management was already permitted to screen (5) five Shows per day between 10.00 A.M. and 1.00 A.M. in relaxation of Rules.

9. The District Collector, Visakhapatnam, is requested to incorporate the rates and class of admission in the Form-B Licence of (4) four Screens Multiplex M/s CMR Central, Maddilapalem, Visakhapatnam (Inox Theatres), immediately.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

P.GAUTAM KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector, Visakhapatnam.
The Joint Collector, & Licensing Authority, Visakhapatnam.
The Management M/s CMR Central, Maddilapalem, Visakhapatnam.
P.S. to Principal Secretary to Govt., Home Dept.
P.S. to Hon'ble Minister for I&PR & Cinematography.

//FORWARDED:BY ORDER//

SECTION OFFICER.